

**STRENGTHENING LINKS  
ACROSS CASEY'S  
BUSINESS COMMUNITY**

# SEEKING IN S U B

<b>2</b>	Mayor's Message
<b>2</b>	Local Developments
<b>7</b>	Business Spotlight
<b>12</b>	Networks & Chambers
<b>14</b>	Demographics
<b>15</b>	Resources Training Events

# Mayoral Message for In Business Magazine, February 2010



**The City of Casey is a great place to do business, and Council is working hard to make it even better.**

**W**hilst there is a great diversity in Casey's business base, which we are keen to maintain and encourage, currently, 97 per cent of our 19,500 registered businesses are small businesses employing fewer than 50 people. Many of these are actually single-operator and home-based businesses.

These figures show how important this sector is to our economy and our community, and while we are working extensively to ensure that large employers will find Casey an attractive proposition, I am pleased that one of the key focus areas for our new Economic Development Department is to provide support

and guidance to these many smaller enterprises.

We want to create an environment in which business operators have the support, knowledge and confidence to succeed.

I encourage Casey businesses to take advantage of the information, training and mentorship that Council can provide, and to connect with other businesses through the City's Chambers of Commerce and other networking groups. I would like to see all our small businesses, particularly single-operator businesses, tapping into the local network to maximise promotion and new business opportunities, and to learn from each other.

The City of Casey values its business community – we want you to do well, and will do all we can to help.

I hope you find this edition of *In Business* helpful and interesting, and that you will take an active role in helping us to help you.

**Cr Lorraine Wreford  
Mayor**

## City of Casey Business Mentoring Program – Helping Businesses Grow!

**Are you committed to growing your business? Are you operating a business but want to proceed to the next level? Would you like someone to talk to about business issues? If so, then the City of Casey's Business Mentoring Program is for you!**

**A** priority of the current Council is to support local businesses and this commitment is reflected as a key direction in the Council Plan 2009–13. The key direction of 'Growing Casey's Economy' focuses on attracting and supporting a wide range of businesses and to grow jobs.

The Business Mentoring Program is designed to assist local businesses to prosper by providing them with practical information and support to help them avoid some common hazards often associated with owning and running a business.

City of Casey Mayor Cr Lorraine Wreford said, 'The high failure rate of small business is of concern to Council and has a profound impact on individuals and their families, not to mention the negative economic impact of failed businesses on the broader community.'

'The City of Casey is focused on ensuring that businesses that

operate within the municipality are given the best possible opportunity for success', added Cr Wreford.

There are more than 19,500 businesses in Casey with 95 percent of these businesses considered small (less than 20 employees). Many of these smaller businesses have little or no contact with business experts who can provide much-needed assistance and support. This is particularly true for the micro (less than five employees) and home-based businesses. A business mentoring program is therefore vital to the success of these businesses.

City of Casey Manager Economic Development David Wilkinson said Council is working to create opportunities to help small businesses thrive in a competitive market and challenging economic climate.

'The City of Casey is committed to helping businesses grow and survive in these challenging times. Successful businesses help

increase employment and improve the lifestyle of those who live and work in the municipality', said Mr Wilkinson.

'Any business owner that wants to grow their business but is unsure about how to go about it, or needs support and guidance to help map out the future of their business can benefit from the Business Mentoring Program.

'The service will cost businesses \$100, however as a special introductory offer, it will be **free for all businesses that sign up before 30 June 2010.**

'The businesses will be partnered with a business expert and will be entitled to four mentoring sessions to help them achieve the next step of their business growth', Mr Wilkinson added.

To register for Casey's Business Mentoring Program, or for further information, contact City of Casey Customer Service on 9705 5200 or email [tzsolt@casey.vic.gov.au](mailto:tzsolt@casey.vic.gov.au).

# School – Industry – Community Forum

Late last year a forum was held for schools, local business and community members to meet and discuss ways in which young people can be helped to complete Year 12; move smoothly from school to work or further training/education; and have clear careers pathways information and opportunities.

More than 60 participants attended the forum which was hosted by the **City of Casey** and **South Eastern Local Learning and Employment Network (SELLEN)**. Attendees learnt about the recent changes in education and training and heard from expert presenters in the education and business sectors.

Paul Di Masi, Chief Executive Officer at SELLEN, outlined the latest policy position of the Federal Government whereby young people are now required to be earning or learning until the age of 17 years. Following his address, participants had an opportunity to identify the challenges it presented to schools and community organisations.

Paul Jones, Manager of Bendigo Bank in Narre Warren South, also addressed the forum to explain the employment program the bank has undertaken with Year 11 and 12 students. Under the School Based Apprenticeship/Traineeship program, the bank has employed several young people on a part-time basis while they are still at

school. The program has been in operation for two years and plans are in place to roll it out to Bendigo Bank Australia-wide.

Local manufacturing employer Jayco, has also been involved in a similar program and has seen nine young people complete their apprenticeship. Chris Riley, Technical Training Co-ordinator at Jayco, explained some of the challenges as well as the benefits not only to the young people but also to their existing employees who took on the role as mentors.

The rest of the evening was spent in round table discussions to identify strategies for improved relationships between schools and industry and ideas for better youth transitions.

Some of the key challenges and proposals that arose were:

- The need to ensure that programs actively engage students whether they are in the school sector or in the workplace.
- Regulatory constraints, in particular, Occupational Health and Safety (OHS) provisions.
- More work needs to be done to link business and education/schools.
- The need to identify those skills students require in making the transition from school to work.
- Broadening the information flow throughout the community, including creating further



Anita Buczkowsky of SELLEN.

opportunities to educate and inform employers and parents.

- Training requirements.
- Identifying the locus of responsibility for the overall management of transition from school to work.
- Career planning/resourcing will need to be given increased attention and priority in schools.
- The creation of a new website similar in structure to the SEEK employment, career and recruitment website that will create an accurate information base for students, parents and employers.
- Using youth service providers to assist with the transmission of information and possibly shop front services for the community.
- Promote positive stories/outcomes by documenting and

sharing success stories.

- The needs of industry need to be clearly identified.
- Career expos should be encouraged.
- Forums such as the current one in the future should be held more frequently and include parents as key participants.
- Greater use should be made of those parents who are also in business and who can assist in establishing productive networks within the business community.

The City of Casey is committed to strengthening the relationship between its education providers and the business community. The recommendations that have come out from this forum are being considered and strategies are being developed to meet the needs of our young people as well as business.

## 2010 Casey Business Awards

The City of Casey is pleased to announce the launch of the inaugural Casey Business Awards for 2010.

The awards aim to celebrate and recognise the success, ambition and innovation of the City of Casey's business community across all industry sectors. It's a unique opportunity for local businesses to have their achievements promoted widely through the Casey community plus there will be some excellent cash prizes for each of the category winners.

An awards presentation dinner to announce the winners of the Casey Business Awards will be held on

Friday 27 August 2010, so make sure you keep this date free.

Applications will be called for very shortly in the following categories:

- Home Based Business Award
- Small Independent Retailer Award
- Agriculture & Primary Industries Award
- New Business Award
- Manufacturing Award
- Food, Wine & Hospitality Award
- Business & Professional Services Award
- Trades & Construction Award
- Franchise Award

There is a category to suit every business, so there is the opportunity for everyone to win, plus all entries will be in the running to be named the first Casey Business of the Year.

Further information will be released, so keep your eye out on the City of Casey website at [www.casey.vic.gov.au](http://www.casey.vic.gov.au) and make sure you keep Friday 27 August 2010 free for the awards presentation dinner which is destined to become one of the premier business events in the City of Casey.

# Weather and Landscape Patterns in the Spotlight at AgFutures Forum

**The AgFutures project, funded under the Department of Primary Industries Future Farming Strategy, aims to assist farmers and farming communities to make sense of the changes that will affect agriculture in the future and help to improve long-term decision making.**

In late 2009 the AgFutures Forum was held in Pakenham to address topics chosen by farmers – weather and landscape patterns.

Speakers at this forum were Mr Ashley Peach, Agribusiness Development Officer from the Department of Primary Industries (DPI), Mr Lindsay Hyde, DPI Drylands Project Team Leader, and Mr Blair Trewin from the Bureau of Meteorology.

Mr Peach's presentation covered a range of topics including agricultural production trends in the Casey Cardinia region, Australian export trends, and tips for diversification and experiences from the tobacco industry. He also discussed diversification using a market screening tool which took farmers on a virtual tour of their region, demonstrating the mosaic of land uses across the area and highlighting the intensive agricultural areas.

'Farmers need to consider the market itself, their skills to capitalise on the opportunity and the attractiveness of the opportunity,' Mr Peach said. He went on to remind farmers that when thinking about diversification

opportunities they need to ensure it fits in with personal objectives and that they have thought through the risks.

Mr Hyde spoke on the subject of soils and groundwater flow and demonstrated the DPI Victorian resources online mapping information including the navigation to each of its mapping areas. He also showcased the soil and groundwater mapping information available to farmers and pulled up the mapping data for Koo Wee Rup soils and groundwater flows.

'The website will become a key portal for accessing information about Victoria's natural resources, for example, soil, landform, water, biodiversity, and management. The website contains maps and associated information, downloadable reports as well as many related links to other information sources', added Mr Hyde.

'This information can be used for property scoping and matching soil types to soil capabilities. It will assist in the development and changing of management practices that are more suited to local soil types. This information will help in providing competitive advantages,' Mr Hyde said.

The final speaker was the Bureau of Meteorology's Mr Trewin who spoke about weather patterns. He explained what drives Victoria's weather patterns and provided a seasonal outlook for the coming summer. Mr Trewin also presented the climatic data from the terrible February heatwave which led to the Black Saturday bushfires.

'El Niño generally brings lower than average winter and spring rains while La Niña generally brings higher than average winter and spring rains,' he said.

Mr Trewin explained the Indian Ocean Dipole and how it affects the climate in Australia. 'The Indian Ocean Dipole is a pattern of sea surface temperature variability in the Indian Ocean that affects the climate of Australia and other countries that surround the Indian Ocean Basin,' explained Mr Blair. 'The main impact for Australia is on winter and spring rainfall. The rapid decline in rainfall since 2000 for the Drouin area was highlighted with rainfall averages from 1902–1996 at 1015mm, tracking from 1997–2008, the rainfall average has dropped to 842mm.'

Forum participants discussed a range of matters

following the guest speaker presentations, including succession planning and attracting young farmers, and enjoyed the opportunity to network and discuss farming issues.

For more information about the AgFutures project in Casey and Cardinia visit the Department of Primary Industries website at [www.dpi.vic.gov.au/AgFutures](http://www.dpi.vic.gov.au/AgFutures).



# Cranbourne West Precinct Structure Plan Approved

After two and a half years of development, the Cranbourne West Precinct Structure Plan has received State Government approval which means that planning permits can now be lodged for development.

City of Casey Mayor Cr Lorraine Wreford said 'Council's Cranbourne West Precinct Structure Plan is an important component of the City of Casey's future development and is set to provide positive environmental, economic and social outcomes for the Casey community.

'The planning and design of Cranbourne West will lead the way in best practice sustainable development, creating an innovative new model for future growth areas', said Cr Wreford.

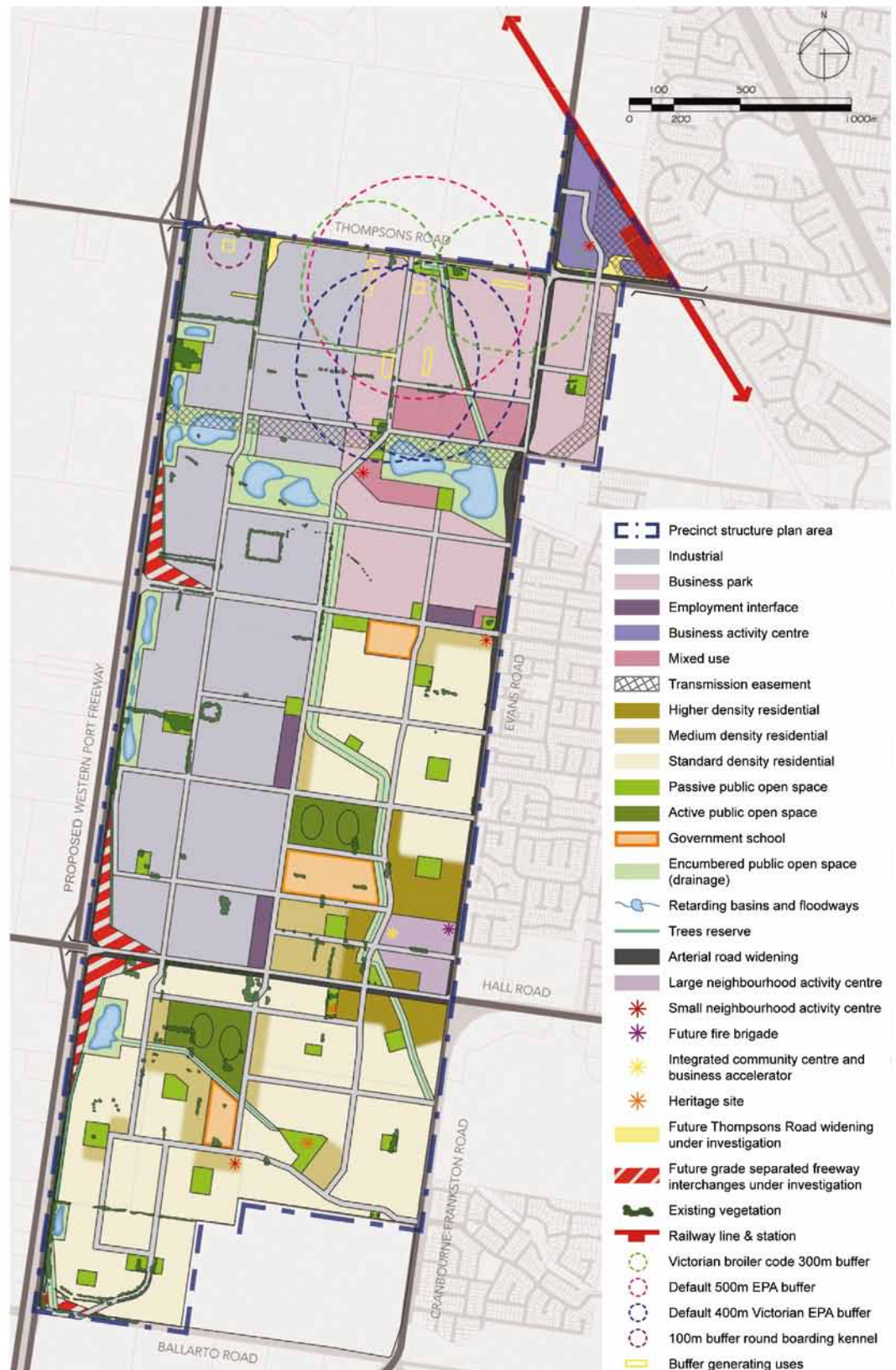
The development comprises approximately 390 hectares of employment land integrated within the residential community to provide over 14,000 jobs.

The employment precinct will provide a diversity of building types and sizes to accommodate the needs of a variety of local and regional businesses ensuring that there is ample employment opportunities within Casey.

This will reduce congestion on our roads, create job opportunities locally, and allow Casey residents to enjoy a better work/life balance.

The Cranbourne West Precinct Structure Plan also provides for the development of a well-designed residential neighbourhood and the Lyndhurst Shopping Centre to serve the local community. There will be a range of housing choices, community services such as medical centres, shops and restaurants, two schools, as well as open space areas with pedestrian and cycle networks.

The plan provides for the use and development of designed urban land in a manner that reflects the environmental aspects of the local area and supports the concept of sustainable development.



'Cranbourne West will be a truly livable location for future residents and will enable the development of a vibrant and sustainable extension of Cranbourne', added Cr Wreford.

For more information on the Cranbourne West Precinct Structure Plan visit Council's website at [www.casey.vic.gov.au/cranbournewest](http://www.casey.vic.gov.au/cranbournewest) or phone City of Casey Customer Service on 9705 5200.

# Casey Recognised As an Australian Made Campaign Supporter

The City of Casey has taken its commitment to Australian manufacturing to a higher level by joining the Australian Made, Australian Grown Campaign as a Campaign Supporter.

'By becoming a Campaign Supporter, Casey is making a strong statement about its support for local industry. We are thrilled to see Casey recognise the importance of the manufacturing industry to the local economy and the ongoing prosperity of the community, and we are very proud to be working together,' said Mr Ian Harrison, Campaign Chief Executive

of the Australian Made, Australian Grown Campaign.

Casey joins a growing list of councils supporting the Australian Made, Australian Grown logo including the City of Ballarat, City of Melbourne, Hume City Council, Moreland City Council, Horsham Rural City Council and Mornington Peninsula Shire.



“ We are thrilled to see Casey recognise the importance of the manufacturing industry to the local economy and the ongoing prosperity of the community, and we are very proud to be working together. ”

## Berwick GP Super Clinic

**The City of Casey will soon have an innovative model of health care delivered through a new medical super clinic on Monash University's Berwick Campus located at Clyde Road.**

The new \$2.5 million clinic has been supported by the Federal Government and will be managed by a consortium led by the Dandenong Casey General Practice Association in conjunction with Monash University, the Victorian Metropolitan Alliance – General Practice Training (VMA), Southern Health and other private health care providers.

The Berwick GP Super Clinic will complement existing medical services in the region and assist local GPs by filling service gaps and providing multi-disciplinary teaching, training and research opportunities. The clinic will address the community's health care priorities and training needs including team-based chronic disease management. A new Professor of General Practice has been appointed to oversee the innovative model of health care provision.

The establishment of the new purpose-built clinic at Berwick offers the region an opportunity to

deliver quality community care in line with the world's best practice. At present, such training structures do not exist within Australia.

Initially the clinic will operate 8.00 am to 8.00 pm weekdays and 8.00 am to 12.00 pm Saturdays. The hours of operation will increase as staffing levels are established.

The building project is currently in the design phase with construction expected to commence within the next few months. The facility is expected to be opened mid-2011.

# Melbourne Zoo goes green with Casey business

At a time when the City of Casey acknowledges the environment as being a key priority, one local business is committed to protecting the environment through the development of their green products.



Tooradin-based business, *EcoFuture*, is making headway towards influencing a more environmentally-conscious commercial cleaning industry.

*EcoFuture* directors Marlene Hargreaves and David Forscutt first moved to Tooradin in 2006 after being captivated by its picturesque surrounds and steep history dating back to first European settlement. Appreciation for the township was their inspiration for aligning personal and business values toward preservation of the natural environment.

*EcoFuture's* response to eliminating harmful, toxic chemicals used

in commercial cleaning is their range of genuine, certified and performance-effective green solutions. Their flagship brand *Earth Renewable* consists of a range of independently tested green cleaning chemicals that are safe for human, plant, animal and aquatic life. The suite of cleaning chemicals proudly display the Good Environmental Choice Australia (GECA) mark for their environmental preference, and the product base is continually expanding with the stringent environmental standards in mind.

One of the most exciting innovations for *EcoFuture* is the



“  
*EcoFuture's* response to eliminating harmful, toxic chemicals used in commercial cleaning is their range of genuine, certified and performance-effective green solutions.  
 ”

BUSINESS SPOTLIGHT



Joanie Lim Marketing Manager of *EcoFuture* and Mary Keegan cleaning supervisor at the Melbourne Zoo.

Earth Renewable Portion Control System, which represent a true holistic approach to sustainability.

The Portion Control System consists of sachets of super-concentrates, reusable peripheral dispensers and spray bottles made from recycled materials, efficiently packaged and delivered via Australia Post. This system minimises duplication in transportation, whilst absence of water, added by the client on-site, lowers total product weight, thereby reducing fossil fuel consumption.

Designed to perform as effectively as harsh and dangerous counterparts, and just as competitively priced, *Earth Renewable* also make cleaning operations leaner through reduction in water use, packaging, cleaning time, and lower work-related incidences resulting from exposure to harmful chemicals.

As of late 2009, *EcoFuture* welcomed into its client base Melbourne Zoo, one of the oldest zoos in Australia and striving to become the world's leading zoo-based conservation organisation.

'*EcoFuture's* products support our environmental sustainability programs', explains Colin Knight,

Environmental Sustainability Specialist at the zoo. 'They reduce transport emissions, they won't pollute our water bodies and the packaging can be easily recycled. Plus they perform.'

Mary Keegan, the Zoo's Cleaning Supervisor is thrilled to enter a new phase in responsible cleaning at the zoo. 'Being able to replace toxic cleaning chemicals with *EcoFuture*, while maintaining our high standards, has been fantastic. What's more, they are one of the safest products for ourselves, our visitors and the plants and animals we care for.'

While quality and performance can be attested by satisfied clients including ASSA ABLOY, Gippsland Grammar School, and Filiatra Cleaning Services at their Victorian Kmart and Target sites, *EcoFuture's* products have also been accepted for trial use under the harsh but fragile conditions of Antarctica at Scott Base, New Zealand's Antarctic research station.

For more information visit the *EcoFuture* website at [www.ourecofuture.com.au](http://www.ourecofuture.com.au) or contact Joanie Lim, Marketing Manager at [joanie.lim@ourecofuture.com.au](mailto:joanie.lim@ourecofuture.com.au).

# There's more to Chifley Doveton

Since its official opening in September, Chifley Doveton has brought more to Casey than just another fine figure on its architectural landscape.

Occupying 8000sqm, the 4.5 star hotel includes 128 guest rooms, state-of-the-art business and conferencing facilities and a host of dining and recreation venues. The hotel has presented Casey with access to new markets and increased employment opportunities.

The hotel's Coldwater Creek tavern has become a local favourite for everything from business lunches to family dinners. Patrons can enjoy a drink and a menu of pub favourites, plus traditional wood fired pizzas, indoors or al fresco in the beer garden. Coldwater Creek includes its own microbrewery which released its first brew of Coldwater Ale on 31 March 2010.

Solidifying its place in the Casey community, Chifley Doveton sponsors the Doveton Doves football club. Having already accommodated visiting State and National sporting teams, the hotel facilities make Casey a more attractive host destination.

Tourism and Major Events Minister, Tim Holding, who officially opened the hotel, justifiably tipped the new development to be a driving force behind the continued growth of the Casey region stating, 'Projects like the Chifley Doveton hotel deliver jobs and provide a significant boost to our economy.'

In its first six months of operation, Chifley Doveton has captured a sizable corporate market, however, the hotel is also capturing business from Chinese tour groups stopping over on their way to Philip Island, giving Casey access to tourist dollars that would have otherwise bypassed the municipality.

Already catering to the local business events market, the Chifley hotel is ideally positioned and equipped to host many significant events.

Chifley Doveton, part of Constellation Hotels, employs over 40 staff across every area

of hotel operations. Dedicated to the training and development of its employees, Constellation now offers personnel the chance to undertake Certificate courses in Hospitality Management. The size and strength of the hotel group's network offers Casey locals potential career prospects across Australia and New Zealand.

With responsible corporate citizenship a priority of the hotel, Constellation has incorporated sustainable design in its development. Chifley Doveton boasts a number of environmentally friendly features including a water retention system to capture stormwater for grounds maintenance; solar tempering on the hot water system; low energy sensor lighting in public areas and guest rooms which incorporate



quality insulation and lighting. This is all designed to reduce energy consumption and the hotel's carbon footprint.

For more information on the hotel please visit [www.chifleydoveton.com.au](http://www.chifleydoveton.com.au) or contact them on 9771 6000.

## Cultural Diversity works for the Lynbrook Hotel

One of the City of Casey's newer hotels, the Lynbrook Hotel, is a great example of the diversity of the City.

Peter Crowe, the hotel's General Manager said, 'The Lynbrook Hotel is proud of its multicultural workforce and feels this is one of its strengths. The staff learn a lot about each other and other cultures and the food cooked in the restaurant is testament to the variety of nations represented in our workforce'.

Some of the nations represented among the hotel staff are Egypt, Lebanon, El Salvador, Sri Lanka, India, USA, Romania and Turkey. Mr Crowe attributes the success of the restaurant, to a large degree, to the authentic flavours by chefs delivering food from their home countries.

The International Buffet at the Lynbrook Hotel opened to the public in August 2009, and although virtually no monies have been spent on marketing and promoting the food to the local community, it has proven the old adage that "word of

mouth" generates business in the food industry.

The Lynbrook Hotel is located on the South Gippsland Highway at Lynbrook. It caters for local businesses providing another option for meetings, accommodation and other business related activities. The business facilities have been heavily booked since its opening showing that demand for these facilities in the City of Casey is high.

Mr Crowe invites local business to come and inspect the facilities available. For more information on the hotel please visit [www.lynbrookhotel.com.au](http://www.lynbrookhotel.com.au) or contact them on 8769 7000.



L-R: Paul Smith, Joyson Jose, Floyd Adriel, Radley Dekker and Tusharra Gunandhana.

# Casey Business Wins Innovation Awards

Local business, *Successful Endeavours*, was recently presented with two Highly Commended awards in the Best Application of Analogue Design and Best Application of Design Software categories for their wireless device, which is used to detect corrosion in pipes, in the 2009 EDN Innovation Awards presented by Electronics News.



The device was developed over 15 months for data logging company *Borgtech* and is used to maintain storage tanks or pipes carrying water, gas or petroleum products. The device is attached to the tank or pipeline to read any evidence of corrosion and is engineered so that it can survive 30 metres underwater and withstand lightning strikes.

Founded in 1997, *Successful Endeavours* serves the Australian manufacturing industry through product development services covering electronics and embedded software development. With a strong foundation in audio engineering and analogue signal processing and design, as well as 20 years experience in the design of laboratory instrumentation and industrial controls, they have been able to successfully deliver on a wide range of product development projects.

Some of the products developed in recent years have also won awards. In 2008 a device developed by *Successful Endeavours* for SafeTurn received the People's Choice Award and was the winner of its heat in the ABC's The New Inventors television program. In 2006, a medical teaching device, which included technology developed by *Successful Endeavours*, won the Innovic

Next Big Thing Awards.

'Our desire is for Australian manufacturers to become more competitive in the international market place. This is good for the country as a whole. To achieve this requires better, cheaper or smarter products to manufacture', said Mr Ray Keefe, Managing Director of Successful Endeavours.

'We still want Australia to be the best country to live in midway through the 21st century; a place where our children and grand children have a great standard of living and the opportunity to shape their own futures. The main thing I hope will come out of this for other small businesses is that people realise we can do world-class electronics and do it cost-effectively in Australia', Mr Keefe added.

For more information please visit [www.successfulendeavours.com.au](http://www.successfulendeavours.com.au) or contact them on 9769 4460.



Ray Keefe accepting one of the awards from Jamie Wade, publisher of Electronic News.

## Casey Business Matches the World

The latest technology in solar panels is being built right here in Casey.

Hallam-based business *Australian Solar Manufacturing Pty Ltd* (ASM) produces solar panel modules and is internationally accredited. Totally Australian owned, this company is taking on international manufacturers, and winning!

ASM is the only solar module manufacturing company in Australia and is founded on the principal of a sustainable future. The business has a strong focus on educating the public on the importance of reducing greenhouse gas emissions and helping to reduce energy producers' global footprints.

Overall the company has the benefits of:

- Producing a world class product in Australia
- Assisting in the promotion of manufacturing, trade, commerce and industry
- Heightening the community's

awareness of Australia and Australian skills and potential

- Encouraging growth in local employment
- Supporting greater Australian content into the global market
- Providing an overall boost for the Australian economy

The modules produced by ASM have been tested in Japan and meet the highest standards of quality and safety.

ASM is a local company that is at the cutting edge of solar panel production and demonstrates Australia's skills and expertise.

For more information please visit [www.australiansolarmanufacturing.com.au](http://www.australiansolarmanufacturing.com.au) or contact them on 8786 3461.



# Post Office Rewarded for Re-Design

A recent facelift of the Doveton Post Office located in Autumn Place has earned it a State-wide Commendation in the Australia Post State Excellence Awards.



Post Office Operator, Chao Chen.

Licensed Operator, Mr Chao Chen, says that he worked closely with Australia Post to re-design the shop front and layout to attract business and improve traffic within the store. Mr Chen reports that the re-design has improved sales and he has found that more local businesses are using the post office now which is very encouraging.

Mr Chen explained that the new shelving and layout of the store makes it brighter and displays stock in an appealing way. 'It definitely makes a difference to how people shop in the store now', he said.

Before



After

## Hallam Firm to Grow After Victorian Government Grant

An \$11,500 Victorian Government business grant will help the *United Parts Group*, trading as *Reconditioned Auto electrics (RAE)*, structure its operations to cope with increasing export demand.

Small Business Minister Mr Joe Helper announced the \$11,500 *Grow Your Business* grant to the creators of an innovative automotive testing product, known as the Raptor, which is used by mechanics Australia-wide.

'The Brumby Labor Government is taking action to create jobs and help Victorian businesses grow during these tough economic times,' Mr Helper said.

'We are pleased to help ensure that RAE has the management

structure and production ability to export successfully by providing this *Grow Your Business* grant. This funding will enable RAE to work with a business expert to create a business plan that details how to best meet the rapidly increasing demand for its unique auto testing product. This support means RAE will learn new strategies to deal with prospective international partners and ensure all the necessary intellectual property protection is formalised', added Minister Helper.

Mr Helper said the Brumby Government had provided more than \$3.6 million in *Grow Your Business* grants to Victorian small businesses since February 2007.

*Grow Your Business* grants are available to eligible businesses

and associations for:

- Business Development Plans – 50 per cent of the cost, up to \$7500;
- Business Strategic Reviews – 75 per cent of the cost, up to \$4000; and
- Group Programs and Network Programs – 75 per cent of the cost, up to \$15,000.

Mr Helper also announced a \$11,500 *Grow Your Business* grant to Hallam firm *Injectronics Australia*.

For more information about grants, workshops and other support for business from the Victorian Government visit the Victorian Government website at [www.business.vic.gov.au](http://www.business.vic.gov.au) or phone 13 22 15.



# Can-Tek and COMET working together



Managing Director, Ross Brinsdon testing the new technology.

“  
The funding under the *COMET* program has been used to establish legal contracts for partnership and joint ventures with paint companies and aerosol manufacturers worldwide.  
”

The *Commercialising Emerging Technologies Program (COMET)* is an Australian Government program delivered through *AusIndustry* that helps early growth stage companies, spin-off companies, and individuals to commercialise their innovation. The program is specifically designed to subsidise a successful applicant's access to third party service providers to commercialise their innovation for activities agreed to by a *COMET* business adviser.

Ross and Jennifer Brinsdon of *Can-Tek Aerosols Pty Ltd*, located in Narre Warren, recently won a \$70,000 *COMET* grant to commercialise a new water-based aerosol paint technology developed by the company. The funding has also been used to lodge a

provisional patent for the new technology.

A key advantage of water-based aerosol paint is the low odour that enables it to be used indoors and in confined spaces with minimum discomfort.

A water-based aerosol paint is non-flammable and cannot be used for the dangerous practise of solvent abuse or chroming. An eco-friendly bio fuel used as a propellant instead of LPG improves the environmentally-friendly properties of the new technology.

*Can-Tek's* new pre-gassed aerosol cans consist of a mixture of propellant and additives that enable a retail paint store to fill colour-matched water-based house paint into an aerosol can.

A consumer that buys water-based paint can walk away from the store with an aerosol can of the same paint and in the same colour for touch-ups around the home and quicker painting in difficult areas. Any colour off a tint system can be supplied in an aerosol can and articles such as furniture, art pieces and other decorative and/or functional items can be matched with room colours.

The store benefits of pre-gassed cans include minimum stockholding of aerosol paint cans, less floor space taken up with stock and potential aerosol sales

with each sale of house paint.

Mr Brinsdon explained that the industry advisor assigned to *Can-Tek* has been a valuable asset in setting the strategic direction of the company and advice on export markets. The funding under the *COMET* program has been used to establish legal contracts for partnership and joint ventures with paint companies and aerosol manufacturers worldwide.

To learn more about this emerging technology visit the *Can-Tek* website at [www.can-tek.com](http://www.can-tek.com) or phone 9796 7020.



## Commercialising Emerging Technologies (COMET)

From **31 December 2009** *COMET* was closed to new applications. *COMET* services and assistance are superseded by the *Commercialisation Australia* program from **4 January 2010**. For further information visit the *Commercialisation Australia* website at [www.innovation.gov.au](http://www.innovation.gov.au).

# Business Networks and Chambers

## Narre Warren Chamber of Commerce

A successful networking evening was recently held at La Fontaine Estate hosted for the first time by a chamber member – The Party Food Shop. Good food and wine was enjoyed by all. This special event was developed as an opportunity for members to promote their businesses as well as network in a special environment.

Newly appointed president, Mr Ross Neilson, recently attended a business network evening at Westpac Fountain Gate which welcomed new Bank Manager Mr John Emile to the Narre Warren business community.

Monthly chamber meetings are held at Quest Apartments Narre Warren.



For more information contact info@nwcoc.com.au or Bob Burns on 8786 8880.

John Emile, Westpac's banking services representative Sue Fulford, and Ross Neilson.



The Narre Warren Chamber of Commerce also recently hosted a networking evening held at Quest Apartments in Narre Warren. Jen Harwood delivered an impressive presentation on 'The Art of Networking' encouraging attendees to engage with each other using business tools and strategies to successfully network with confidence. The evening was attended by many local business

people and businesses outside the City of Casey. The chamber has been working hard to increase membership and offered a discounted rate for new members at the event. For more information on the Narre Warren Chamber of Commerce Inc. and their upcoming events please contact Bob Burns on 8786 8880 or email rburns6@dodo.com.au or check their website at www.nwcoc.com.au.

Manager of Bendigo Bank Amberley Park, Paul Jones, with Jack Verbene of Kilgerron Homestead at the networking evening.

## Tooradin Commerce Committee

The Tooradin Commerce Committee, in partnership with the City of Casey and community representatives, has produced a tourism film to complement their existing Tooradin website – [www.tooradinvillage.com.au](http://www.tooradinvillage.com.au).

With no funding available for the project, the committee had to seek volunteer services. Brian Hughes of *Motion Picture Solutions* along with Robyn Payne of *Admusic* took up the task of filming, production, editing and music integration.

In addition, local traders and community members provided a range of services to enable the project to be completed, such as aircraft for aerial shots and boating services for the waterways.

This film is now being widely distributed to tourism organisations, Channel 31, clubs, associations and Coast Magazine to showcase Tooradin and encourage visitors to the region. There will also be links to other relevant websites.

View the video now at [www.tooradinvillage.com.au](http://www.tooradinvillage.com.au).

The Casey Coast includes the townships of Tooradin and the coastal villages of Blind Eight, Cannon's Creek, Warneet and the surrounding Western Port coast and rural hinterland including Pearcedale.

# Members of Commerce News

## Hampton Park Networking Group

The Hampton Park Networking Group (HPNG) is a not-for-profit community group.

Membership consists of property owners, tenants and services within Hampton Park Central, as well as representation from community groups and services from Hampton Park and surrounding suburbs.

The aim of the group is to strengthen the community through partnerships between business and community groups.

Current projects being undertaken are the creation of two new websites and a business and community newsletter. This will maintain better communication within Hampton Park and surrounding areas.

Recently HPNG held its annual awards evening at Haldiram's Indian Restaurant. Awards were presented in a number of categories and included recognition of valued sponsors, volunteers and business excellence in the Hampton Park area. The awards evening included entertainment by local bollywood dancers who invited the audience to participate in and learn traditional dances.

This year's Hampton Park Food & Wine Festival will be held on Saturday 17 April 2010.

For more information contact [admin@hpng.com.au](mailto:admin@hpng.com.au) or Vanassa Gerdes on 0418 353 420.



River Gum Councillor, Lynette Keleher, HPNG President, Vansassa Gerdes and the Mai Machungi Dance Company.



HPNG President, Vanassa Gerdes with award recipient, Raj Kishan of Haldiram Indian Restaurant.

## Women Making It Work

**W**omen Making It Work (WMIW) is an exciting not-for-profit business network for women across the region of Casey and Cardinia, proudly supported by the City of Casey and the Shire of Cardinia.

Women Making It Work's vision is to nurture and sustain a professional business women's network in the Casey-Cardinia region that is fresh, dynamic and exciting, providing a learning and supportive environment to grow successful business.

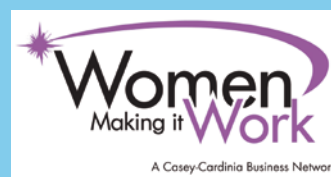
The network aims to encourage and support women in business from all industry sectors so they can further develop their business skills, such as business planning, finance, networking and marketing, as well as creating opportunities for new business relationships.

Some of the exciting events coming up in 2010 include:

- Wednesday 5 May 2010 – Networking Dinner
- Thursday 17 June 2010 and Thursday 15 July 2010 – Networking Breakfasts

- Saturday 24 July 2010 – Conference for local businesses that provides developmental opportunities and business skills

For more information, or to reserve your place at one of the events, please visit [www.wmiw.com.au](http://www.wmiw.com.au).



## Casey-Cardinia Referral Network

**Casey-Cardinia Referral Network (CCRN) is a not-for-profit organisation incorporated in Victoria with membership from the Casey and Cardinia municipalities.**

CCRN aims to promote small business growth and development in Casey and Cardinia through referrals.

Members of the group are encouraged to give referrals in the course of their normal business with people in the community that could benefit from the services of another member of the group.

Referrals are the most trusted potential lead available to all

businesses and these can lead to higher sales conversion rates for businesses. If referrals are made genuinely and honestly, and properly followed up by members, this can result in greater customer satisfaction and increased business for all members of the group.

CCRN meet each fortnight for a network breakfast meeting at Kilgerron Homestead, Narre Warren. For further information please visit [www.ccrn.org.au](http://www.ccrn.org.au).



**Casey-Cardinia Referral Network**

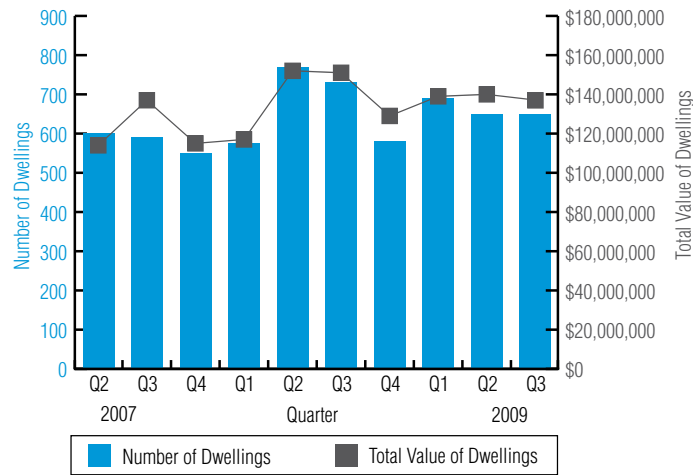
# Residential Business Activity

In the City of Casey, the number of residential building approvals declined from 2,559 to 2,491 in the year ended September 2009. However, this amount equalled an over average number of new residential approvals for the past five years, highlighting the continued strength of new residential building development in the municipality. The annual decline in approvals of 2.7% was less than that experienced by Melbourne's South East (16.1%).

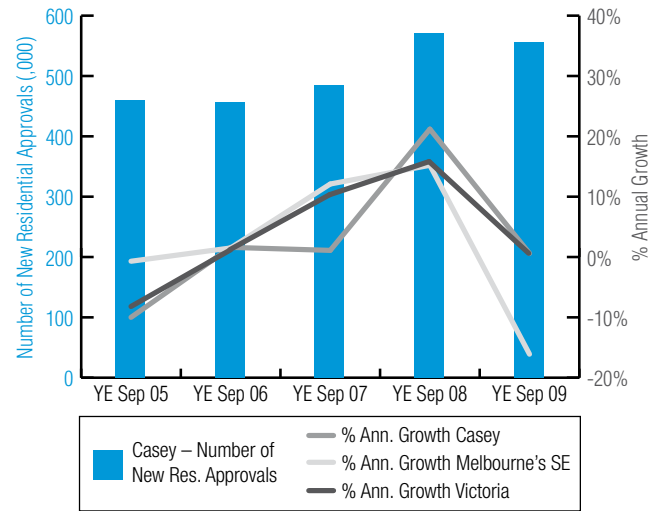
In the most recent year, \$556.1 million in residential approvals was recorded for the City of Casey, representing a decline of \$5.1 million

(or 1.8%) from 2008. This decline in value and building activity is reflective of the tightening economic conditions, which limits financing for new dwellings. The average value per approval for the City of Casey in the year ended September 2009 was \$223,260, increasing from \$221,360 in the previous year. Over the past five years, the average value per approval for the City of Casey has increased at an average annual rate of 4.7%, demonstrating the strong property market in the region.

## Construction Activity, Creation of Residential Dwellings



## New Residential Building Approvals

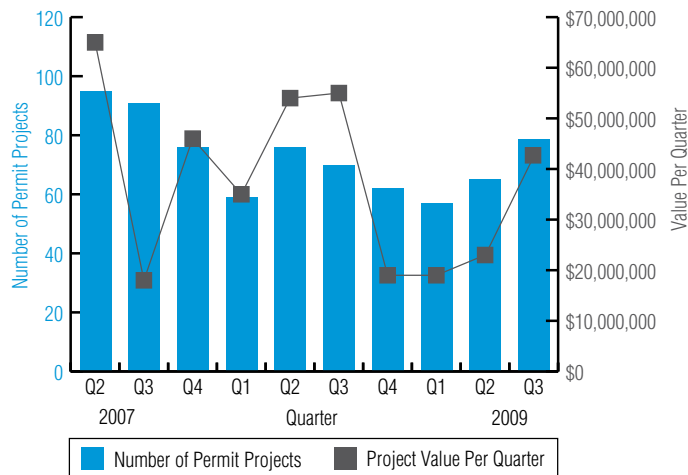


Source: ABS 2008

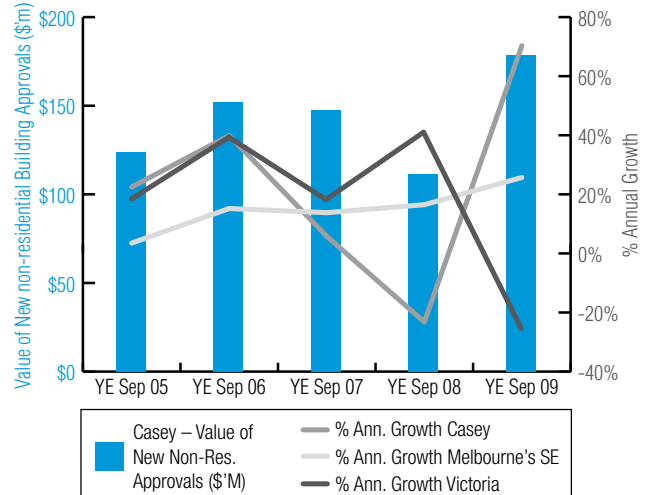
# Commercial Investment

Non-residential building in the City of Casey reached record levels of \$161 million in the year ended September 2009, 67.1% more than invested in the previous year. Over the past five years, average annual building investment growth in the City of Casey (13.4% per annum) has been above that for Melbourne's South East (7.9% per annum) and Victoria (12.2% per annum). Non-residential development includes commercial (office), retail, industrial and other forms of non-residential property (i.e. education, health). The spike in non-residential development, as demonstrated below, likely represents the construction of property to support the recent residential growth.

## Construction at Industrial/Commercial Sites



## Non-Residential Approval Values (\$'m), 2005-2009



Source: ABS 2009

# Grow your Business Group Programs

The Department of Innovation, Industry and Regional Development (DIIRD) provides financial assistance for companies to undertake Grow Your Business programs.



Presenter Mary Benton.

These programs are aimed at encouraging smaller firms to develop the management skills and competencies required to support long-term growth. The program consists of a subsidised workshop for groups of 5–15 participating firms and includes a component of ‘one-on-one’ training with a business consultant. Group programs are organised by an auspice body that is approved to deal with DIRD.

The City of Casey has run several of these programs over the past few years. The latest program, which started in September 2009 and ended in February 2010, was called Business Owners Success Strategies (BOSS) and was facilitated by Masterpiece Consultants. Some of the issues tackled in the workshop included:

- Staff suitability
- Marketing
- Time Management
- Systems
- Implementing Budgets
- Leadership Skills

Ten local businesses were involved in the highly practical and interactive training program. Some of the feedback received from the participants was:

- ‘This course has helped me immensely. There are so many things I have taken from this course that will help the growth and development of my business.’
- ‘This program made me look at myself and my business with fresh eyes and in a productive manner.’

- ‘This program has helped me focus on correct marketing techniques to avoid wasted resources. It also explained the financial side of business, something I was deficient in.’
- ‘I have practical strategies, ideas and solutions to use immediately and for the future. I now feel in-charge of my business, can articulate and visualise where the business is going.’

The City of Casey is planning to host another Grow Your Business Group Program in the coming months. There are eligibility criteria to register for the program, but if you are interested email [Iropiha@casey.vic.gov.au](mailto:Iropiha@casey.vic.gov.au) and further information can be supplied. Alternatively, you can go to the Business Victoria website at [www.business.vic.gov.au](http://www.business.vic.gov.au) and search ‘Grow your Business’.



Presenters Mary Benton, Bebbie Brownlie, Annemarie Cross and Kerry Holland.

RESOURCES TRAINING EVENTS

“  
**Ten local businesses were involved in the highly practical and interactive training program.**  
 ”

## Don't have the time? Learn online!

The City of Casey, in partnership with Chisholm Institute, is offering a range of online training solutions to suit busy lifestyles. This is a simple, affordable and convenient way to help you develop the skills you require to grow your business.

Whether you're interested in developing your existing skills, advancing your career prospects, starting your own business or simply want to expand your knowledge in a particular area

of interest, the range of courses available are certain to help.

All of the courses are conducted by qualified, industry experienced teachers who are there to assist you! Furthermore, the material provided is up-to-date with the latest technology and industry developments.

Here are just some of the courses available now:

- Introduction to MS Project
- Creating a Small Office Network

- Start Your Own eBay Drop Off Store
- Introduction to Business Analysis
- Achieving Success with Difficult People
- Fundamentals of Supervision and Management
- Principals of Sales Management

To access these courses and more, visit the City of Casey website at [www.casey.vic.gov.au/onlinelearning](http://www.casey.vic.gov.au/onlinelearning).



# Industry Capability Network

**Does your business have trouble accessing larger projects, particularly government funded ones? Then the Industry Capability Network Victoria (ICN) may be an option!**

## WHAT IS ICN?

ICN is an independent organisation set-up to assist businesses of all sizes and across all industry sectors to access local and international projects by matching their capability with the requirements of the projects.

Through its activities, ICN encourages local content, supports import replacement and assists Australian companies in accessing export opportunities. Services provided through ICN are FREE to businesses.

ICN can be contacted on 9866 6155 or via email [info@icnvc.org.au](mailto:info@icnvc.org.au).

ICN also manages a number of government initiatives outlined below.

## REGIONAL INDUSTRY LINK

ICN manages the Victorian Government's Regional Industry Link (RIL), a program available to all Victorian businesses to assist in accessing major projects. Registered businesses are automatically notified of opportunities where their goods or services are in demand. The site also provides up-to-date information on the latest news from around the State and businesses can register their interest against selected projects.

RIL also assists buyers identify local suppliers, allowing them to search its database by product, service or region.

Registration is free and so far over 5,000 Victorian businesses have listed with ICN. Projects currently using the program to identify suppliers include the Victorian desalination plant, the Commonwealth Government's Building the Education Revolution program, Revitalising Central Dandenong, the Bushfires Reconstruction Program, local council projects plus many other projects around the State in fields such as wind and energy, mining and construction.

For further information or to register with RIL visit [www.regionalindustrylink.com.au](http://www.regionalindustrylink.com.au).

## THE VICTORIAN INDUSTRY PARTICIPATION POLICY (VIPP)

The Victorian Industry Participation Policy (VIPP) is a Victorian Government initiative. It provides opportunities for local industry to become involved in Victorian Government activities and to

encourage the use of local businesses if they represent the best value for money.

The Policy applies to projects involving Victorian Government investment worth more than \$3 million in the metropolitan area and more than \$1 million in regional Victoria.

For more information or assistance regarding VIPP visit [www.diird.vic.gov.au/vipp](http://www.diird.vic.gov.au/vipp) or phone 9866 6155.

## Australia 2050 Future Challenges – What will be the impact on business?

***Australia 2050 Future Challenges* is an intergenerational report published by the Federal Government. This report is produced every three to five years, identifying future problems over the next 40 years for Australia which will affect future Federal Government policy.**

**T**he report identifies a number of challenges presenting a significant long-term risk for the economy and sustainability of government finances. Two in particular are the ageing population and climate change.

As the population ages, economic growth will slow from 3.3 percent

real (adjusted for the effect of inflation) Gross Domestic Product growth to 2.7 percent for the period 2010 to 2050, while upward pressure will be exerted on government expenditure on health and aged care services. The labour force participation rate will decline due to the increasing number of people aged 65 years plus working fewer hours or retiring from the work force. With the changes in labour force participation, it is anticipated that productivity will also grow at a slower rate than the previous 40 year average.

The report identifies climate change as a threat to the global environment and therefore creates the potential to seriously affect Australia's economic sustainability. Australia has agreed to limit global temperature rise to 2° Celsius to provide the best chance of avoiding catastrophic climate change. The Carbon Pollution Reduction Scheme (CPRS) is the Australian Government's response to resolving climate change.

For a more detailed summary of the *Australia 2050 Future Challenges* report please refer to Casey's website at [www.casey.vic.gov.au/governmentinfo](http://www.casey.vic.gov.au/governmentinfo).



# Re-tooling for Climate Change Program

The Re-tooling for Climate Change program is now accepting and assessing grant applications on an ongoing basis.

Small and medium sized manufacturers can apply for grants between \$10,000 and \$500,000, to help with projects that improve the energy and/or water efficiency of their production processes.

Up to half of the cost of each project can be funded, for projects of up to 18 months.

Projects must demonstrate a commitment by the applicant business, and potential of the project, to reduce their environmental footprint.

Examples of projects funded to date include:

- application of water capture and recycling technologies
- process re-engineering to reduce the energy and water consumed or wasted in production
- use of a renewable energy source to fuel production, including converting waste biomass to energy.

To be eligible to apply, your business must:

- be a non-tax exempt organisation incorporated in Australia;
- have an annual turnover of less than \$100 million in the financial year before the year of application lodgment;
- be able to fund the costs of the project not met by the grant (at least half the cost of the project).

Your project must be directed towards improvement of energy and/or water efficiency of production processes.

All eligible applications will be assessed against a range of criteria and applications will be considered on a regular basis throughout the year. Innovation Australia, which is a Commonwealth statutory body, will assess and rate the merit of applications.

For more information about the *Re-tooling for Climate Change* program please contact the AusIndustry hotline on 13 28 46 or email [hotline@ausindustry.gov.au](mailto:hotline@ausindustry.gov.au).

“

Small and medium sized manufacturers can apply for grants between \$10,000 and \$500,000, to help with projects that improve the energy and/or water efficiency of their production processes.

”

This project is proudly supported by



An Australian Government Initiative



## Learn From the Experts and Other Business Owners

The Business Victoria website ([www.business.vic.gov.au](http://www.business.vic.gov.au)) provides access to all Victorian government online business information, including a range of regularly updated information about starting, buying and operating a business, as well as information on licences, permits and registrations.

A valuable addition to the website is the Business Tips section ([www.business.vic.gov.au/tips](http://www.business.vic.gov.au/tips)). It is designed to help small business owners connect with and

learn from the experience of other business owners, experts and advisers. Topics such as *Finding and Keeping Good Staff*, *Marketing on a Shoestring Budget* and *Networking* are covered on the site and visitors can browse articles written by small business experts. There are inspiring success stories and many tips and hints from home-based, retail and service businesses.

Business owners can share ideas and experience and get their questions answered by business

experts-in-residence via Facebook. Visit [www.facebook.com](http://www.facebook.com) and type in 'I am a business owner in Victoria'. You can also follow Business Victoria on Twitter at [twitter.com/businessvic](https://twitter.com/businessvic).



# Upcoming business train

We invite you to take advantage of our low cost (and sometimes free) business events for professional development along with great opportunities to network with other local business people.

## Cashflow Management Seminar

**Wednesday 21 April 2010**  
**City of Casey Civic Centre**  
**Magid Drive, Narre Warren**  
**Time: 9.30 am – 11.30 am**  
**Cost: \$20**  
**Event ID: 3262**

Cash Is King – Here's why cash flow is the lifeblood of a business. Find out how to create it in this dynamic seminar. Perfect for the business owner who turns a profit but struggles to pay the bills. It covers easy-to-use strategies that make every transaction profitable. This seminar also covers the four key drivers of cash flow and how cash flow forecasting can expand your business.

### BOOKINGS

With only 20 places available – bookings are essential. Book online via link and search on Event ID 3262 at [www.services.business.vic.gov.au/ems/emshome.do](http://www.services.business.vic.gov.au/ems/emshome.do) or contact City of Casey Customer Service on 9705 5200.

## Measuring Your Business

**Wednesday 5 May 2010**  
**City of Casey Civic Centre**  
**Magid Drive, Narre Warren**  
**Time: 6.00 pm – 8.00 pm**  
**Cost: \$45**

If you are watching a game of football, how do you know who is winning? We all know that the purpose of playing a football game is to win and that the score board is how we measure who is winning. In your business, no doubt your intention is to be a winner, so what do you use as your score card to tell if you are winning? How often do you use it?

This workshop is a highly interactive event where you will learn:

- Why it is important to measure your business
- What you need to measure in your business
- How you measure your business
- Success comes faster when you keep score

This workshop is designed to allow you, the business owner, to go back to your business and implement your new skills immediately. This workshop requires the involvement of all participants, ensuring that you leave with new knowledge and ideas to grow your business.

### BOOKINGS

Please call 1300 794 401 or email [success@timeretrievers.com.au](mailto:success@timeretrievers.com.au).

## Casey Business Forum

**Monday 17 May 2010**  
**Casey Civic Centre**  
**Magid Drive, Narre Warren**  
**Time: 7.15 pm onwards**  
**Cost: Free**

A unique opportunity to network with other chambers of commerce, to ask questions, learn from each other and to become more effective in identifying and developing responses to key issues of common concern.

### BOOKINGS

Please contact City of Casey Customer Service on 9705 5200 or email [inbusiness@casey.vic.gov.au](mailto:inbusiness@casey.vic.gov.au).

## The Casey Business Forum

The Casey Business Forum, comprising organisations representing the business and education sectors in the City of Casey, is working collaboratively to share ideas, grow memberships and assist the business community.

The forum works together on strategic issues such as business planning, recruitment (membership), marketing, training and business support and provides a united voice advocating on behalf of businesses to the City of Casey and providing a forum for debate and discussion. The forum also

provides excellent networking opportunities for all members through its meetings, breakfasts and events.

Another initiative of the Casey Business Forum is providing opportunities to engage students from local education providers for work experience and research. This not only provides students with practical work experience but also assists members with projects, events and research that they wish to undertake but may not have the resources to do.

If you are a member of any of

the City of Casey's chambers, networking groups or sponsors, you are an automatic member of the Casey Business Forum. If you wish to be part of this exciting group, contact your local Chamber of Commerce or one of the network groups listed below.

### MEMBER GROUPS

Berwick Chamber of Commerce  
 Cranbourne Chamber of Commerce & Industry Inc  
 Casey Cardinia Referral Network  
 Chisholm Institute  
 Hampton Park Networking Group  
 Narre Warren Chamber of

Commerce Inc.  
 Women Making It Work Network

### ADVISORY MEMBERS

City of Casey  
 Monash University Berwick Business & Education Group  
 Melbourne Football Club  
 Victoria Police

Recently the forum has elected to have its own logo. Several designs have been circulated and a decision will be made shortly. Watch this space for the new Casey Business Forum logo.



# ing, seminars and events

## Record Keeping Workshop

**Thursday 20 May 2010**  
**Casey Civic Centre**  
**Magid Drive, Narre Warren**  
**Time: 1.00 pm – 4.30 pm**  
**Cost: Free**

You will gain a better understanding of the basic concepts of record keeping for your business. The workshop involves a mixture of hands-on, practical exercises and some general record keeping principles. Please note: these workshops do not cover commercial accounting software programs. Practical exercises will cover:

- Keeping good records
- How money flows through a business
- Typical business transactions
- Expenses and purchases records
- Motor vehicles and log books
- Income tax records
- Recording wages in a wages book
- Completing a business activity statement (BAS)
- Record keeping evaluation tool
- Bank accounts and records.

### BOOKINGS

Register by phone on 1300 661 104 or call City of Casey Customer Service on 9705 5200.

## Activity Statements Essentials Seminar

**Wednesday 26 May 2010**  
**City of Casey Civic Centre**  
**Magid Drive, Narre Warren**  
**Time: 1.30 pm – 3.30 pm**  
**Cost: Free**

This session provides a more detailed look at the role of the activity statement, and details of the specific activity statement labels that small businesses may need to complete. Some of the topics covered include:

- The purpose of an activity statement
- The layout of an activity statement
- The GST labels
- The PAYG withholding labels
- The PAYG instalment labels
- Other activity statement labels
- How you can use activity statement data to plan and budget.

### BOOKINGS

Register by phone on 1300 661 104 or call City of Casey Customer Service on 9705 5200.

## Business Deductions Essentials Seminar

**Wednesday 26 May 2010**  
**City of Casey Civic Centre**  
**Magid Drive, Narre Warren**  
**Time: 10.00 am – 12.00 pm**  
**Cost: Free**

This session covers some of the more common business income tax deductions in detail, with worked examples to illustrate the calculations. Some of the topics covered include:

- Income tax deductions – general
- Expenses you can claim immediately
- Expenses you can claim over time
- Some expenses you can never deduct
- Trading stock and other special deductions
- Tax losses
- Keeping proper records.

### BOOKINGS

Register by phone on 1300 661 104 or call City of Casey Customer Service on 9705 5200.

## Casey Business Forum Breakfasts

The Casey Business Forum regularly organises business breakfasts, each one with a key note speaker.

If you missed the April breakfast, you won't want to miss the next one, featuring Peter Irvine, Co-founder of Gloria Jean's Coffee. This breakfast is scheduled for 2 June 2010 and will be held at the Fountain Gate Hotel.

Be sure to book early. Contact Jo Prezioso on 9904 7098 or email [caseybusinessforum@gmail.com](mailto:caseybusinessforum@gmail.com).

Please make sure to bring along your business cards to promote your business and meet other local business people.

**If you would like to receive reminders and updates of upcoming events, ask to be put on our e-mailing list by emailing [inbusiness@casey.vic.gov.au](mailto:inbusiness@casey.vic.gov.au) or contact City of Casey Customer Service on 9705 5200.**

# Casey's business community supports Casey Business Forum Breakfast



L-R: Head of Campus Monash University Berwick Professor Phillip Steele, Strategic Manager Drake International David Edwards AM, President Berwick Village Chamber of Commerce Harry Hutchinson, City of Casey Mayor Cr Lorraine Wreford, President Narre Warren Chamber of Commerce Ross Neilson and CEO Melbourne Football Club Cameron Schwab.

**M**elbourne Football Club Chief Executive Officer Cameron Schwab entertained Casey's business community at the first Casey Business Forum Breakfast for the year, held at Casey Fields in Cranbourne East on Thursday 8 April 2010.

The Casey Business Forum provides a regular opportunity for members of local organisations representing the business and education sectors in the City of Casey to meet in order to work collaboratively, share ideas and assist the business community.

The Forum, facilitated by the City of Casey, advocates on behalf of businesses, provides a forum for discussion and organises networking opportunities for members.

At the business breakfast forum, Cameron regaled the audience with his observations about the importance of people and culture, particularly in establishing core

values and living behaviours underpinned by a 'see something, do something' attitude. He also spoke of the importance of being an 'authentic leader' rather than a charismatic leader; adopting a leadership style that is true to self.

The first breakfast for 2010, was attended by approximately 90 people, the largest attendance since the breakfasts began in 2009.

Master of Ceremonies for the morning was the City of Casey's Manager Economic Development David Wilkinson whose team works to support and develop opportunities to connect local businesses, attract new businesses to the city and help create local jobs.

'A key priority of the City of Casey's Council Plan 2009-2013 is a focus on 'Growing Casey's Economy'.

'The growth and development of Casey businesses is a key priority

and the Casey Business Forum Breakfast is just one of the many ways Council is working to provide networking and knowledge sharing opportunities for local businesses', added Mr Wilkinson.

The Casey Business Forum Breakfast Series, organised by City of Casey and Monash University Berwick Business and Education Group, in conjunction with the Melbourne Football Club, features a number of high profile guest speakers including Co-founder of Gloria Jeans Coffees Peter Irvine, Director of Sports Education and Development Australia Robert Flower and Chairman and Managing Director of George Patterson Y&R Russell Howcroft.

Casey Business Forum members include the City of Casey, Melbourne Football Club, Monash University, Berwick Village Chamber of Commerce, Cranbourne Chamber of Commerce, Narre Warren Chamber of

Commerce, Hampton Park Networking Group, Women Making it Work and Casey-Cardinia Referral Network.

There are four Business Breakfasts remaining for 2010:

**Date:** Wednesday 2 June 2010

**Time:** 7.00 am

**Venue:** Fountain Gate Hotel, Narre Warren

**Date:** Wednesday 4 August 2010

**Time:** 7.00 am

**Venue:** Lynbrook Hotel, Lynbrook

**Date:** Wednesday 6 October 2010

**Time:** 7.00 am

**Venue:** Settlers Run Golf Club, Cranbourne

**Date:** Wednesday 1 December 2010

**Time:** 7.00 am

**Venue:** MCG, Melbourne

For more information, or to book, contact Jo Prezioso or Jasmin Bishop at Monash University on 9904 7098.

**To register contact Jo Prezioso on 9904 7098 or email [caseybusinessforum@gmail.com](mailto:caseybusinessforum@gmail.com)**

## Key Contacts

Berwick Village Chamber of Commerce  
President – Harry Hutchinson  
Ph 0428 897 404  
[www.bcoc.com.au](http://www.bcoc.com.au)

Business Mums Network  
Ph 8399 9465  
[www.businessmums.com](http://www.businessmums.com)

Casey Cardinia Referral Network  
President – Darius Mikolajewski  
Ph 9700 0422  
[www.ccrn.org.au](http://www.ccrn.org.au)

Cranbourne Chamber of Commerce & Industry  
Contact – Di Wyatt  
Ph 0412 933 364  
[www.cranbournechamber.com.au](http://www.cranbournechamber.com.au)

Enterprise Connect 131 791  
[www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)  
[enterpriseconnect@innovation.gov.au](mailto:enterpriseconnect@innovation.gov.au)

Hampton Park Networking Group  
President – Vanassa Gerdes  
Ph 0418 353 420  
[admin@hpng.com.au](mailto:admin@hpng.com.au)

Koori Business Network  
Esmail Manahan 9651 9158  
[kbn@iird.vic.gov.au](mailto:kbn@iird.vic.gov.au)

Monash University Berwick Business and Education Group (MUBBEG)  
Executive Officer – Jo Prezioso  
Ph 9904 7098  
[www.buseco.monash.edu.au/mubbeg/](http://www.buseco.monash.edu.au/mubbeg/)

Narre Warren Chamber of Commerce  
President – Ross Nielson  
Ph 0418 331 696  
[www.nwcc.com.au](http://www.nwcc.com.au)

Small Business Victoria  
[www.business.vic.gov.au](http://www.business.vic.gov.au)

Women Making It Work Inc.  
Secretary – Sally McIntyre  
[www.wmiw.com.au](http://www.wmiw.com.au)

**City of Casey Customer Service Centres**  
**Narre Warren**  
Magid Drive  
Monday – Friday, 8 am – 6 pm

**Cranbourne**  
Centro Cranbourne  
(opposite the Post Office, near the High St entrance)  
Monday – Friday, 9 am – 5 pm  
Saturday, 9 am – 12 pm

**Narre Warren South**  
Amberly Park Shopping Centre  
Shop 8, 101 Seebeck Drive  
Monday – Friday, 9 am – 5 pm  
Saturday, 9 am – 12 noon

## City of Casey Economic Development Department

David Wilkinson  
Manager, Economic Development

Geraldine Albrecht  
Retail Project Co-ordinator

John Bird  
Project Officer

Kim McFarland  
Business Liaison Officer

Lydia Ropiha  
Economic Development Officer

Tom Zsolt  
Senior Economic Development Officer

Vin Morris  
Agri-Business Officer

Ph 9705 5200  
TTY 9705 5568  
(Telephone Typewriter)  
TIS 131 450  
(Translating and Interpretive Service)